MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2018 / 2019

DEN5048 – EFFECTIVE COMMUNICATION SKILLS

(All Sections / Groups)

27 MAY 2019
9:00 A.M. – 11:00 A.M.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **FOUR** printed pages with **TWO** sections only.
2. Answer **ALL** questions.
3. Write your answers in the **Answer Booklet** provided.

SECTION A: MULTIPLE-CHOICE QUESTIONS [10 MARKS]

Question I: (10 marks)
Instructions: Read each question and choose the BEST answer from the options A, B, C and D.

1. "I trust you will look into the complaint and thus take the necessary steps to overcome the issue."

   The above statement is commonly written in _____.
   A. the memo header
   B. the detail section of the middle paragraph
   C. the response section of the closing paragraph
   D. the summary section of the introductory paragraph

2. "During an interview, you will be asked about your education, qualification and work experience," a speaker for a career seminar explained to the audience.

   Referring to the above statement, what documents would you be required to bring to an interview?
   A. Letter of enquiry and curriculum vitae
   B. Memorandum and personal reports
   C. A formal report and certificates
   D. Resume and certificates

3. "Based on the information **in this document**, the management has decided to carry out its recommendation so that the problem can be solved as soon as possible," the Director said.

   What does **'in this document'** in the above statement refer to?
   A. Recommendation section in a formal report
   B. Recommendation section in a memorandum
   C. Recommendation section in a letter of complaint
   D. Recommendation section in a letter of application

4. The emcee for a conference is inviting a speaker, Dr. Kamal, to present his topic on "Reasons of Brain Dysfunction in Newborn Babies". When Dr. Kamal arrives at the podium, he immediately begins by saying "The first reason is because of viral infection. Meanwhile, the second reason is from inappropriate sexual intercourse. Now, let's talk about the symptoms of the disease..."

   What is inappropriate with Dr. Kamal's presentation above?
   A. He does not use any hint words to tell the audience that he is going to begin his presentation.
   B. He does not try to control his audience to ensure they are listening to him.
   C. He does not try to arouse the audience's interest and build his credibility.
   D. He does not use any form of transitional words to link his ideas.

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5. Three boys, Sam, Michael and John are on their way for a camping trip. After two hours of their journey, Sam remembers something, "Oops! I forgot my insect repellants! I've got to get some, or I'll get bitten by those scary little monsters."

   Sam is basically having a/an _____.
   A. public communication
   B. impersonal communication
   C. interpersonal communication
   D. intrapersonal communication

6. In a telephone call:
   "May I talk to Alan?" A customer said to Jack, one of the company's executives.
   "_____" Jack replied.

   What would be the best reply that Jack could give to the customer if Alan is not available?
   A. "I'm sorry. Alan is sick. Thank you for calling."
   B. "I'm sorry. Can I just take the message instead of Alan? I'm sure he'll be much appreciated."
   C. "Alan is with another guest right now. Let me take your name and number, and I'll see that he gets your message."
   D. "Alan is nowhere to be found right now. I'll call you back when I find him. Just call back in an hour's time. Thank you."

7. "I am sorry. Your application is rejected because you are a male. Furthermore, a male staff who does not have the right skills will be assigned to a different department instead."

   In an organisation, a statement from a boss like the above shows that he or she practices _____ in the office.

   A. tolerancy
   B. opportunism
   C. discrimination
   D. open-mindedness

8. In an e-mail, this message is written by one of the managers to all his subordinates:
   "EVERYONE, PLEASE SUBMIT THE NEEDED DOCUMENTS FOR OUR MEETING NEXT WEEK. FAILURE TO DO SO WILL ONLY MAKE OUR CEO VERY ANGRY. SUBMIT THE DOCUMENTS TODAY!"

   Which of the following displays one form of inappropriateness for an e-mail message?
   A. The message is very objective.
   B. The e-mail is shouting through the use of capital letters.
   C. The e-mail does not have any subject heading to attract attention.
   D. The message is just too short. There is no introduction and conclusion in the message.

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9. Max is going out for a candlelight dinner with Delilah. He brings her a piece of necklace, a box of chocolate and a branded watch.
   Max is using _____ to convey his feelings.

   A. haptics
   B. kinesics
   C. artifacts
   D. chronemics

10. A client was yawning during a business discussion with the CEO. The information the CEO is receiving is known as _____.
   A. encoding
   B. decoding
   C. feedback
   D. channel

Question II (15 marks)
Instructions: Read the following scenario and answer all questions.

Jamal is an information technology technician for Global Heights Company. However, he wanted to be more than merely a technician, but he was afraid to take risks. As part of Jamal's training in his job, he was invited to take part in a training module on the troubleshooting of networking issues in the company. Shoulders hunched with eyes always to the floor, he seldom sat together with managers and network and information technology experts. He later attended a meeting of the module organisers where he gave input about how the module could be improved, and his ideas were accepted, which pleased him.

Afterwards, he was invited to help develop a module on how to train others to troubleshoot common network issues. After several meetings, the team of 'master trainers' had to present the modules that they had developed. Jamal had never expected to take the role of a master trainer. He did not feel good about himself. Nevertheless, he willed himself and endured the role. He told himself that everything will be fine. With encouragement from other members of the team, who gave their feedback on how to improve his presentation skills, Jamal presented a session to the others.

He felt very nervous although he only had five people attending his first training session. However, over time, he found that his experience as a technician dealing with networking issues every day has strengthened his training skills. It provided him with many practical examples of some networking issues which he can share. He felt very pleased with himself.

When he was asked if there were major changes in himself after becoming a trainer of trainers, Jamal said: "The first time I delivered a training session, it was hard for me to even look at the participants in the eyes, and I prayed that none of the participants would ask questions. But now, it is me who asks questions, 'Is there anything you want to ask?', and I always welcome their response." His dealings with other staff have also changed. "Now, my delivery and tone of voice are a bit different. I am more composed, patient and more detailed when explaining something," he said.

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In addition to increasing his knowledge and making friends, he also gained the trust of his supervisor and colleagues in dealing with other staff members from different departments. Before he was reluctant to sit close with the other experts, but now he is comfortable being with them. His purpose is set; now, he is no more merely a technician but a master technician, where others from support staff to management team will look out for in times of trouble. "If the intention is good, everything will go well. The main point is that, apart from getting a better pay, I am happy working with my colleagues and collaborating with multi-level staff," he says.

1. There are many elements involved in a communication process. However, only one element is necessary to ensure communication is successful.
   a) What is the element? (1 mark)
   b) Identify two examples of the element from the case study. (2 marks)

2. Communication can mainly be divided into several types – verbal, non-verbal and written communication.
   a) Identify one type of non-verbal communication in the case. (1mark)
   b) State two examples of the type of non-verbal communication. (2 marks)

3. Based on the case above, identify and describe two personalities that are related to Jamal's self-esteem. (3 marks)

4. Based on the study above, what two aspects of self-esteem that Jamal did which increased his self-esteem? (4 marks)

5. Using Hollenbeck and Hall's suggestion about self-confidence, identify and describe two of Jamal's source of self-confidence. (2 marks)

SECTION B [25 MARKS]

Instructions: Read the situation below and complete the given task.

SITUATION

You are the owner of a T-shirt designing shop. There have been enquiries from Ms. Sophia Sahar, the Marketing Director of New Town Tea Shop to design and print T-shirts for 500 employees. The T-shirt is to mark the 10th Anniversary of New Town Tea Shop. They have requested some sample designs and a quotation of the price for each T-shirt. They would also like to know the amount of time your company needs to design and print 250 T-shirts.

TASK

Write an appropriate **BUSINESS LETTER** of about **200 WORDS** to Ms. Sophia Sahar answering her enquiries. You may invent all necessary details. Adopt a fully blocked format with open punctuation.

End of Paper